

mirada plc

Contract Win

International development deal with a major telecommunication operator

mirada plc ("mirada" or "the Company"), the AIM-quoted audiovisual interaction specialist, is pleased to announce a research and development contract with a leading European telecommunications operator.

mirada will provide a dedicated development team to the client's research & development department. This collaboration includes the support and maintenance of its video-on-demand product as well as the development of new applications for deployment across its various technology networks.

In particular, mirada's team will be working to create advanced IPTV applications for the client's 1.6 million IPTV users in Europe. Being chosen for this contract provides further evidence of mirada's expertise in the development and design of IPTV applications and Navigation Services.

José Luis Vázquez, Chief Executive Officer of mirada, commented:

"We are extremely pleased to have reached this agreement whereby we will help enhance our client's research and development capacity. With over 20 Electronic Programme Guides and video-on-demand services deployed to date and over 15 cable and IPTV operators served across the world; mirada is becoming the primary reference for the design and development of integrated applications for Broadband operators. This agreement showcases mirada's technical expertise and demonstrates that our know-how goes far beyond application development to encompass digital TV consulting as a whole. IPTV will only grow in demand over the next few years and our development team will be instrumental in delivering the latest applications and services to customers across Europe."

15 March 2010

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Notes to Editors:

mirada creates and manages services which enable consumers to interact with and purchase audiovisual content on television, mobile, online and bespoke devices. mirada's products and solutions are used worldwide to deliver interactive TV, VOD, multi-player gaming, digital marketing and payment services. Its products and services have been deployed by some of the biggest names in digital media and broadcasting including Disney International TV, Sky, ITV and MTV Networks.

Headquartered in London, mirada has commercial offices across Europe and Latin America and operates technical centres in the UK and Spain. For more information, please visit www.mirada.tv